a data file having a plurality of user-selectable fields, each field for describing a personal characteristic of said user; and

means for automatically transmitting said data file upon initially accessing said web page; and

said web page portion comprising:

said web page comprising data organized into a plurality of discrete sections, each section having a plurality of mutually exclusive subsections;

means for receiving said data file; and

means for analyzing said plurality of user-selectable fields of said data file; and

means for selecting one of said mutually exclusive subsections for each section in response to said analysis; whereby said web page presents a plurality of sections to said user, each of which is related to one or more of said personal characteristics.

D1

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2.   (Thrice Amended) An Internet interface comprising a user unit and a web page unit for interfacing an information user with an information provider; said information provider providing at least N discrete data streams, the interface comprising:

said user unit comprising:

means for automatically generating an information user profile having at least one user-selectable data field, said at least one user-selectable data field for identifying characteristics particular to said user, said characteristics selected from the group of age, race, sex, income and native language; and

means for automatically transmitting said information user profile over the Internet to the information provider upon accessing said information

D2

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